

Weekly Footfall

	Year to date %		Year on year %		Week on week %	
	2022	2021	2022	2021	2022	2021
Broadmead BID	127.2%	-65.4%	127.2%	-65.4%	-3.0%	-43.8%
South West	135.0%	-65.6%	135.0%	-65.6%	-16.5%	-48.4%
High Street Index(Innovate)	106.9%	-63.9%	106.9%	-63.9%	-3.5%	-22.4%
High Street Index - BDSU(BDSU - Comparison)	175.7%	-77.3%	175.7%	-77.3%	-19.6%	-37.5%
UK	137.3%	-70.2%	137.3%	-70.2%	-10.9%	-26.0%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Broadmead BID for the last 52 weeks is 9,515,916 which is 32.5% up on the previous year.

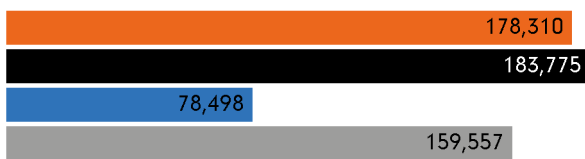
The total number of visitors for the year to date is 178,310 which is 127.2% up on the previous year.

The total number of visitors to Broadmead BID in week commencing 2 January 2022 was 178,310.

The busiest day in week commencing 2 January 2022 was Saturday with 29,643 visitors.

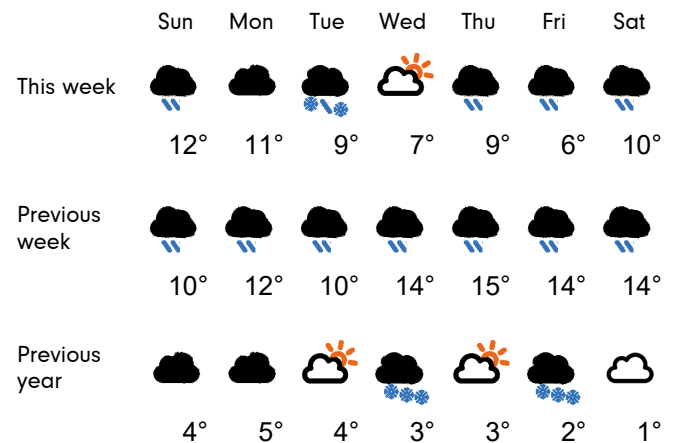
The peak hour of the week was 14:00 on Monday 3 January 2022 with footfall of 4,688.

Footfall by week

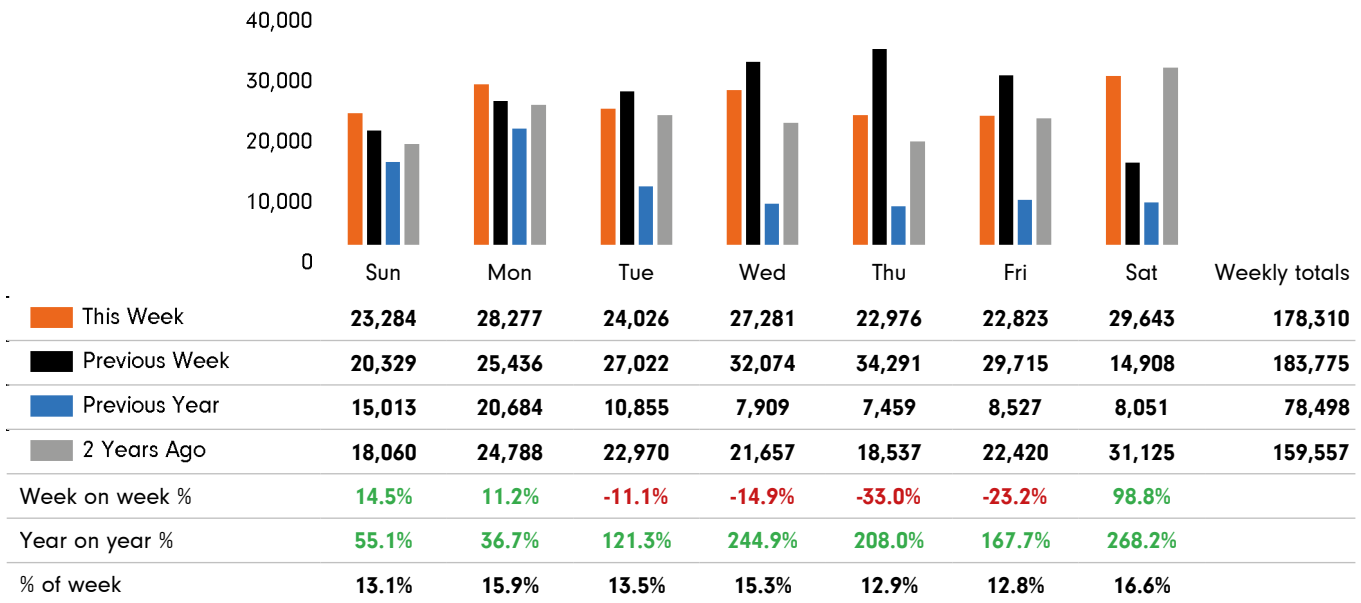


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

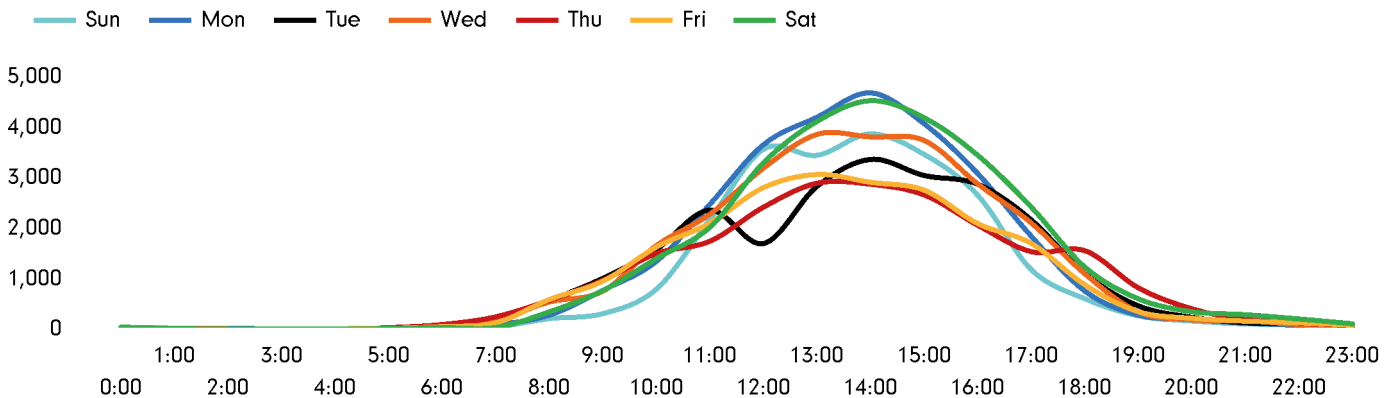
Weather



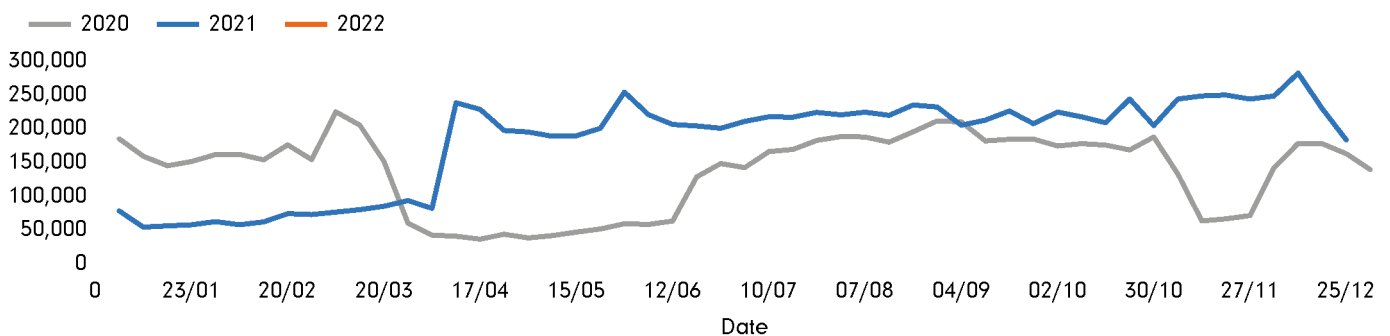
Footfall by day



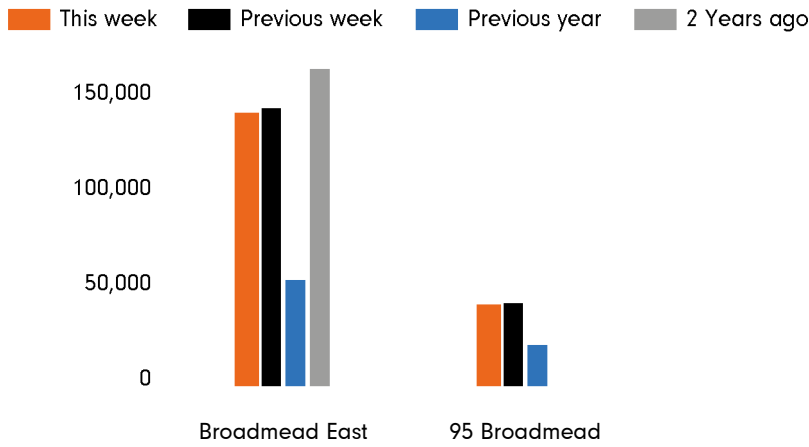
Footfall by hour



Footfall by week



Footfall by location



This Week	136,502	41,808
Previous Week	140,055	43,720
Previous Year	55,279	23,219
2 Years Ago	159,557	
Week on week %	-2.5 %	-4.4 %
Year on Year %	146.9 %	80.1 %

Footfall by location



Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2022 to Week 1, 2022 Vs Week 1, 2021 to Week 1, 2021

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 1, 2022 Vs Week 1, 2021

Week on Week % Change is the % change in footfall for this week from the previous week. Week 1 2022 Vs Week 52 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Broadmead BID

2019 comparison for Broadmead BID

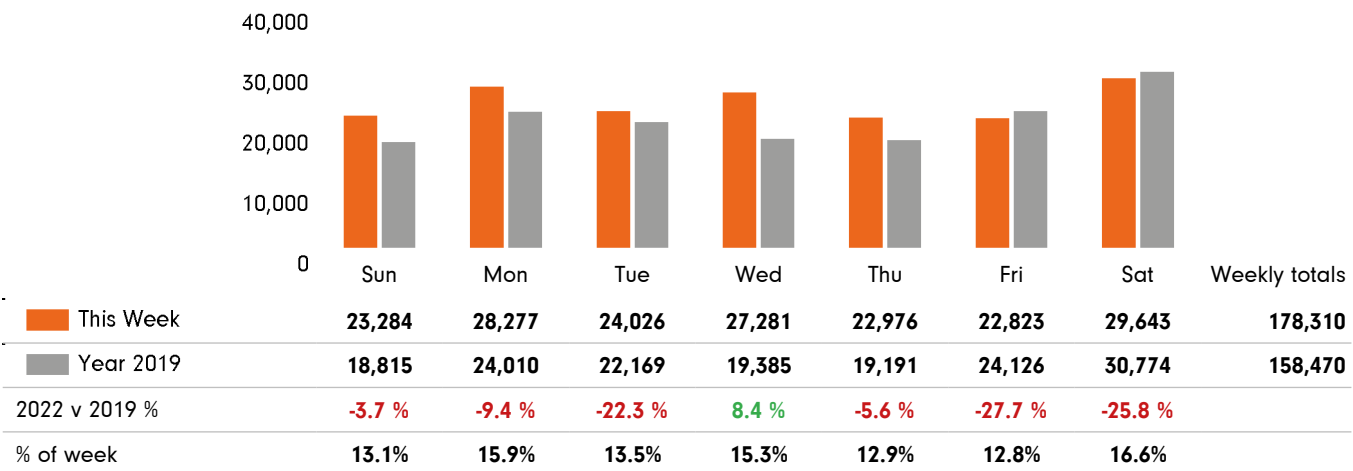
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your current performance in 2022 against the similar time period in 2019

Headlines

	Year to date %	Year on year %
	2022 Vs 2019	2022 Vs 2019
Broadmead BID	-13.9 %	-13.9 %
South West	-26.1 %	-26.1 %
High Street Index(Innovate)	-29.2 %	-29.2 %
High Street Index - BDSU(BDSU - Comparison)	-35.5 %	-35.5 %
UK	-30.9 %	-30.9 %

Broadmead BID is compared to the high street index.

Footfall by day



Footfall by location

